

**HeartFelt™ Modular Felt Ceiling System Redefines Ceilings  
with Unique Texture and Soft Appearance**

**Norcross, GA (June 22, 2017)** – Hunter Douglas Architectural, a leading manufacturer of ceiling and wall systems, introduces HeartFelt™, a modular felt ceiling system designed to deliver a distinctive appearance and very effective acoustics.

Hunter Douglas works with architects, designers, and contractors to translate aesthetic, functional, and acoustical requirements into constructible systems that express the client's vision. In keeping with this approach, the company partnered with architect Bjarne Hammer of the renowned Danish practice of Schmidt Hammer Lassen Architects to create Heartfelt. The product subsequently won a Best of the Best award in the category of Product Design from the Red Dot Institute, earning this elite designation out of more than 5,500 entries from 54 countries in 2017.

**A New Generation of Ceilings**

Patented HeartFelt linear panels, created from felted, thermoformed polyester, can accommodate the design of any interior space. The unique texture and soft appearance that have long made felt an intriguing material for furniture, clothing, fashion accessories and interior finishes can also translate directly to the ceiling plane.

"Felt is fantastic to work with if you're an architect," said Hammer. "It's a material that stirs emotion... It's playful."

HeartFelt linear ceilings bring the organic appearance of felt to the ceiling plane, adding warmth to the visual and acoustical experiences of a space. Designers and architects can use the system to create intriguing aesthetics in the ceiling plane for both work and play environments.

The panels are available in five shades of grey, ranging from off-white to anthracite, offering opportunities to create visual gradients and rhythms in the ceiling plane.

**Acoustical Management**

The dense, soft structure contributes to sound control to facilitate clear communication. Hunter Douglas designed the patented carrier system to support varying panel spacing, which allows architects and designers to fine-tune acoustics, helping create pleasant and productive work and learning spaces.

The lightweight HeartFelt panels easily clip onto the carriers and can be installed as a ceiling cloud or as a full ceiling by splicing individual pieces to create continuous lengths.

"Today, delivering high-quality, sustainable products is expected. Offering solutions that differentiate a space based on shape, texture or customization is a growing need among architects and designers," said Ron Rice, General Manager, Ceilings and Walls, Hunter

Douglas Architectural. “This is a capability that Hunter Douglas has proven time and again, and Heartfelt is another innovative way for us to offer ideas and meet these demands.”

To learn more about the HeartFelt modular felt ceiling system from Hunter Douglas, including specifications and drawings, visit <http://www.hdarchitectural.com/ceilings/solFelt/index.jsp>.

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#### **About Hunter Douglas Architectural**

For nearly a century, Hunter Douglas Architectural has been working within the architecture, engineering, and construction industries. By combining the vision and talents of our diverse team in offices spanning more than 100 countries, we’ve tackled tough design-build challenges in countless communities worldwide. Collaborating with our customers, we develop new technologies that meet the real needs of design teams in the field. The results are evident in our extensive range of high-performance interior and exterior window coverings, acoustical and metal ceilings, and facades, and in our customization capabilities and technical support. Over the years, we’ve remained deeply committed to sustainability and responsible manufacturing. Our design solutions optimize interior environmental quality, including energy efficiency, and material resources, and have helped many projects achieve LEED® Platinum, Gold, or Silver worldwide. [www.hdarchitectural.com](http://www.hdarchitectural.com).